

Sale Begins Monday, January 4th to 16th--Continues Two Weeks



BILLINGS & HERZOG

1611-1613 Second Avenue, Rock Island



This advertisement gives you news of two stirring sale events for January—Our January White Sale and January Clearance Sale. For the former sale, fresh, snowy white, brand new attractive styles in muslin wear have been carefully selected by an expert, so that we know that this merchandise is right in style quality and represents splendid values. Regarding the Clearance Sale would say that our values, which are always strong, will be greatly strengthened. For example, all remaining this Fall suits will be cleaned up at considerable less than 1/2 price. All dresses will sell at prices averaging 1/2 price and some less—and the coats, skirts and furs will share in the great reductions. At this time also we shall clean up all stocks in sale knit goods, corsets, waists, house dresses and children's dresses at prices that will range from 1/2 to 3/4 original values. Naturally the quantities are limited in this clearance merchandise—and so the choicest will go to those first responding.



25c to 39c women's muslin drawers, lace and embroidery trimmed—no phone or mail orders—while they last, 1 to a customer. **10c**



25c to 39c women's corset covers, lace and embroidery trimmed—no phone or mail orders—while they last, limit 1 to a customer. **10c**



children's muslin gowns, the slip-over style, age 2 to 6 years—no phone or mail orders—while they last, limit 1 to a customer. **10c**

25c to 39c children's muslin drawers, crepe and muslin, embroidery trimmed size 4 to 18. **15c**

50c to 69c women's muslin gowns, lace and embroidery trimmed, yokes, regular and extra sizes—no phone or mail orders, limit 1 to a customer. **25c**

50c to 75c women's gowns and combinations, in lace and embroidery trimmed yokes—no phone or mail orders—limit 1 to a customer. **25c**

50c to 69c women's muslin drawers, the circular style, fine dainty embroidered edge—quantity limited—only 1 to a customer. **25c**

50c to 75c Values—Women's corset covers, lace and embroidery trimming, some trimmed front and back nearly all sizes, good many samples in this lot, some soiled from display—while they last. **25c**

75c to 89c Values—Women's gowns, 6 rows of embroidery insertion with dainty little edge around the collar, material of nainsook, cut extra long and wide, including fine muslin drawers. **50c**

\$1.00 Value—Sample line of women's combinations, lace and embroidery trimmed, sizes 34 to 40, in this lot, 1/2 price. **50c**

75c to 89c Values—Women's long skirts, with 12 inch embroidery flounce. **50c**

Sample line of gowns. **50c**

\$1.00 to \$1.50 corset covers and drawers of fine sheer materials. **69c**

\$1.50 to \$2.00 Values—Women's combination, princess slips, white, about 10 different styles to select from, all-over embroidery combination. **98c**

\$1.75 to \$2.00 Values—12 different style gowns to select from. These garments have been made for this particular sale of excellent quality nainsook and longcloth gowns. **98c**

\$1.50 to \$2.00 women's skirts, the greatest values you ever saw in fine dainty embroidery trimmed flounces, the material would cost you more than we sell the complete skirt at—look them over. **98c**

\$3.00 Value—Muslin gowns, princess slips, skirts, combinations, the new creation, material nainsook, imported crepe cloth, and seco silk. **\$1.98**

\$4.00 Value—Women's muslin skirts, combinations, princess slips, lace and embroidery trimmed, the fine, dainty laces are all exclusive patterns used in these garments. **\$2.98**

\$6.50 to \$8.50 Values—Crepe de chine silk petticoats in pink, light blue and white, with pretty lace flounces, direct copy of the French garments. **\$3.98**



JANUARY CLEARANCE SALE

Stylish Winter Coats--Latest Fall Models Reduced 1/2 to 3/4 Etc.



Besides our own stock, radically reduced in price, our lines have been strengthened by fresh shipments—these are late models and secured at such price reductions that we can offer you remarkable values. Materials are silk plush, matalam, astrakhan, ural lamb, broadcloth, zebelines, boucles, fancy weaves and other wanted fabrics—all specially priced at \$2.98, \$5.00, \$8.75, 12.75 and \$14.75.

Tailored Suits 1/2 Price and Less. Latest Fall Models.

including several styles of the very latest short coat models—garments appropriate for early spring wear, as well as now—in many instances only one of a kind but a range of nearly all sizes.

The materials are garbar dine, poplin, broadcloth, chevot and fancy weaves.

All divided into 2 groups.

Group I.	Group II.
\$12.50 to \$18.50 values at	\$18.50 to \$25.00 values at
\$4.95	\$9.45



Modish Dresses Now Marked Down to About 1/2 Price. Some Less

Not dresses that have been carried a year, but late fall models and a splendid variety of styles—hardly two alike, but you must respond quickly for these—they will not remain long at these wonderfully low prices. All kinds of dresses share in this general reduction—as our policy is not to carry anything over—everything must be sold regardless of cost at some price or other. There are elegant party dresses of chiffon, silk and net, white silk messaline dresses, appropriate for party or wedding—silk poplin, messaline and charming dresses. They are all reduced into three groups.

Group I.	Group II.	Group III.
\$7.50 to \$10.00 values at	\$10.00 to \$16.50 values at	\$25.00 to \$30.00 values at
\$3.90	\$9.95	\$11.75

Furs Reduced for Quick Clearance

Fur Sets—Values \$7.50 to 10.00, of white Iceland Fox, brown and black coney—also fur muffs and scarfs, of River Mink, finest quality French Cony and others, now reduced to **\$5.00**

Note—Every fur set, muff or scarf in our stock reduced in price to such a point that we believe they will sell in a hurry. If you need any come, but please come quickly.

Skirts Now Very Much Reduced

Every skirt in our stock now reduced to a price that means quick action—one lot in particular representing \$5.00 to \$6.75 values—of poplin, serges, worsteds and granite weaves—latest fall styles, choose at **\$2.98**



Tremendous Sacrifice in Knit Goods, Sweaters, Toques, Shawls, Knit Underwear, Hosiery, Auto Hoods, Divided in Several Lots at Less Than Price of Yarn--Tables Filled High With Choice Bargains

50c children's sweaters in factory lots, all-wool yarn, small sizes, 6 months to 2 years. **10c**

25c children's all-wool toques and hockey caps. **10c**

39c and 50c children's all-wool toques and hockey caps. **25c**

75c and \$1.00 children's sweaters in wool, age 4 to 6 years; all colors, including knit skirts—while they last. **25c**

75c to \$1.00 women's square shawls, in all colors and two-toned stripe. **25c**

\$1.00 to \$1.50 women's square shawls, in all colors and two-toned stripe. **50c**

\$1.00 to \$1.50 women's auto hoods, lined in fancy and plain stitch. **50c**



\$4.00 to \$6.00 values in sample line of sweaters for men, women and misses, brush knit and rope stitch, colors in white, red, tan and grey—while they last. **\$1.98**

19c children's and women's hose, in black only, absolutely fast colors; just 110 pair in this lot—while they last. **10c**

25c kind women's hose, slightly imperfect, but mended; will not hurt the

wearing qualities, colors, black, tan and white—15c a pair or 2 pairs for. **25c**

50c silk hose, factory lots, 1/2 hile thread garter top, slightly imperfect, all mended; black only—while they last only. **25c**

39c women's knit vels and drawers, regular and extra sizes—while they last. **15c**

FINAL CLEARANCE SALE OF WOMENS' SHIRT WAISTS AND HOUSE DRESSES



50c to 75c women's shirt waists, in lawns, voiles, crepe, black sateen and madras, factory lots—while they last. **25c**

\$1.00 to \$1.50 women's shirt waists, in factory lots, voiles, lawns and dimities, excellent range of sizes. **50c**

\$2.00 women's shirt waists, in organdies, dotted swiss and lawn, all the new fall styles, including velvet sleeveless jackets. **98c**

Values up to \$3.98—This seasons latest models. Women's shirt waists, in crepe de chine—colors, white, black, maize, Russian green, satin, messaline, including velvet sleeveless vestees, choice. **\$1.98**

50c to \$1.00 women's dressing sacques and house dresses, in percale—factory lots, while they last. **25c**



\$1.25 to \$1.50 women's house dresses, in percale, gingham, lawns, plain colors and fancy stripes, some embroidery trimmed panels and cuffs. **50c**

\$1.50 to \$3.00 women's house and street dresses, the very latest model with Russian tunic with vestee; excellent fitting garment; percale stripes and gingham; all sizes, 36 to 48—while they last. **79c**

\$1.50 women's serpentine crepe kimonos in floral patterns, the princess style, all sizes—while they last. **79c**

\$2.98 to \$3.98 Values—Women's extra sizes crepe and flannelette kimonos, including regular sizes. **\$1.98**

\$7.50 to \$10.00 Values—Women's silk kimonos in excellent styles, good range of sizes, choice. **\$5.98**

